



# **Sales Product training manual**

1. History
2. Brand Overview
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# HISTORY

- Walter A. Sheaffer, a serious businessman and creative thinker who would eventually bring his vision of fine writing instruments to the world.
- 1907, began the invention of the ingenious lever-fill fountain pen.
- In 1913, the W.A. Sheaffer Pen Company was incorporated in Fort Madison, Iowa.
- Sheaffer “White Dot” was introduced in 1924, and is respected worldwide as a symbol of quality and excellence.
- Introduced in 1959, the Inlaid Nib is Sheaffer’s unique writing unit still used and respected by fine writing instrument experts today.
- Currently available in over 100 countries throughout the world, Sheaffer continues to honor its commitment to delivering premium quality products and services that meet the needs of today’s and tomorrow’s customers.



Walter A. Sheaffer



Sheaffer Factory, Fort Madison, Iowa (1920's).



US Sales Conference, Fort Madison, Iowa, USA (January 1947).



Craig sheaffer, President of Sheaffer (1938 - 61).



Sheaffer Senior Management including John Sheaffer (back row, 3rd from right)  
(late 1950's).



# BRAND OVERVIEW

## Brand Positioning

For the Professionals who are trying to make their place in the world and secure their legacy who believe that the world is changing at a breakneck speed and everything is fleeting and temporary. Sheaffer provides a feeling of stability and permanence manifested through quality writing instruments. Different from the other players in the category, you have a tangible connection to a legacy of over 100 years by combining historical significance with modern precision that makes it not just a tool, but a lifetime companion in writing.

## Mission & Vision

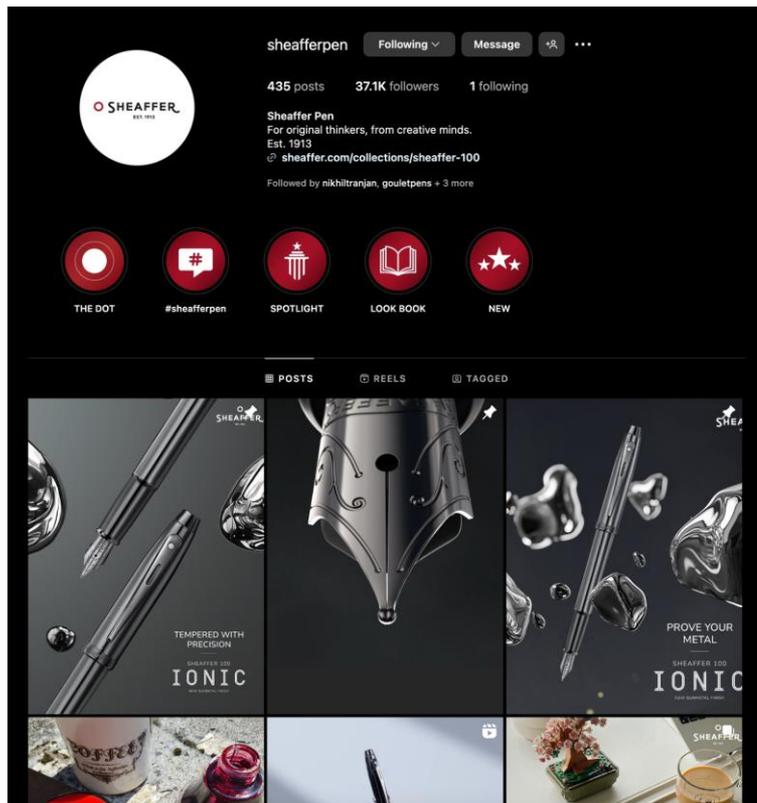
**Our mission** is to empower creators and thinkers to bring their ideas vividly to life, leaving a lasting imprint on the canvas of an ever-changing world, each and every day.

Sheaffer **envisions** a world where every pen stroke profoundly influences history.

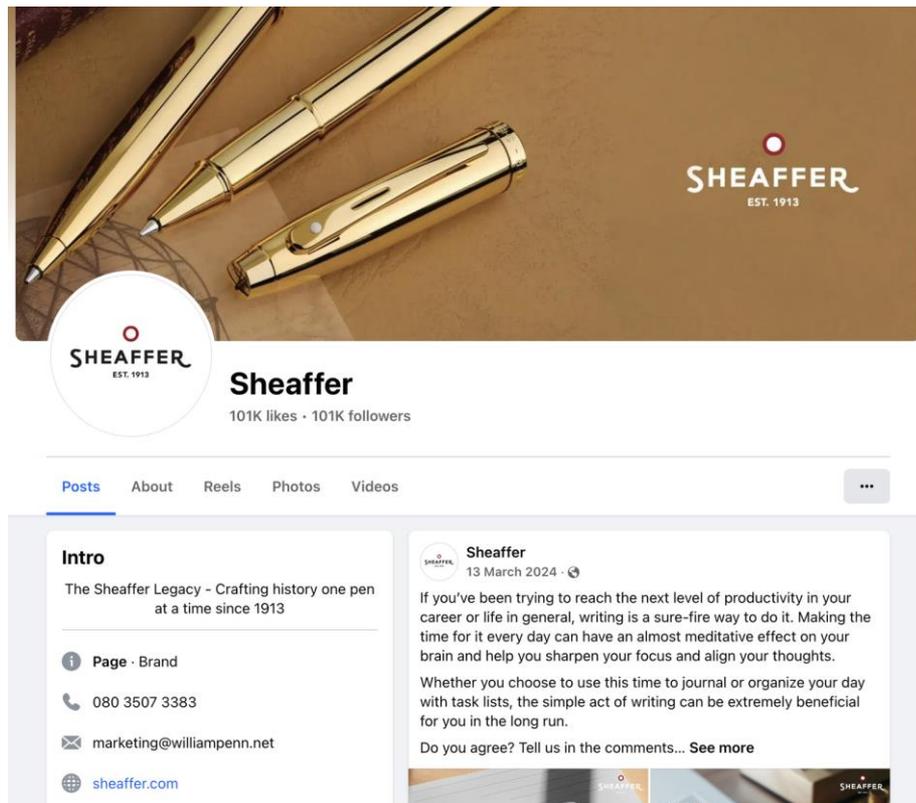


Website - Sheaffer.com

# SOCIAL MEDIA



Instagram - 37k+ Followers

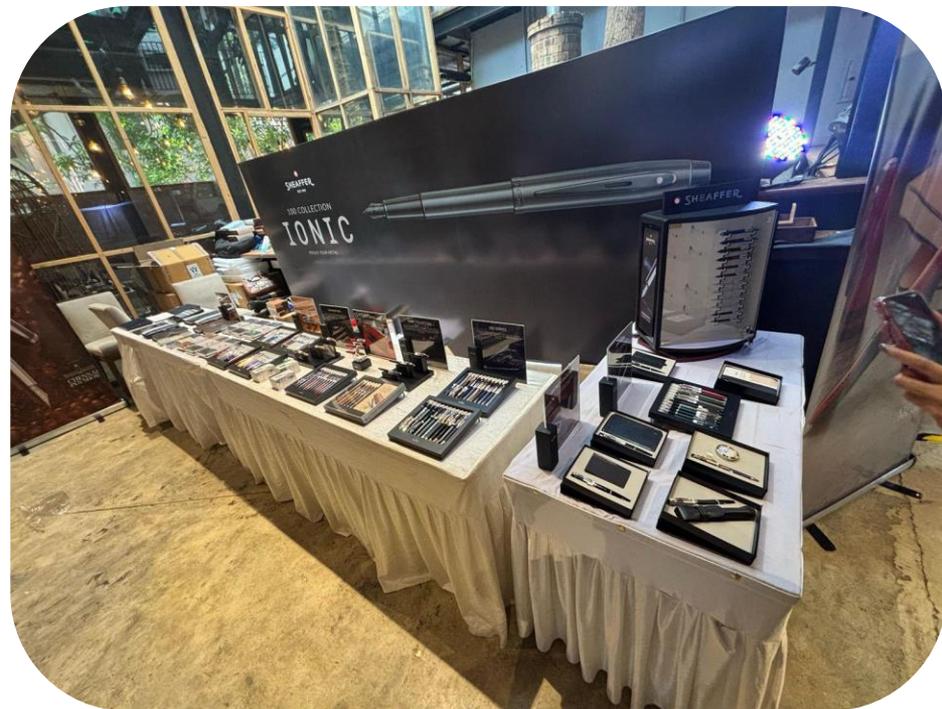


Facebook - 101k+ Followers

# **SHEAFFER AROUND THE WORLD**



AMBIENTE - FRANKFURT 2025



CHENNAI PEN SHOW - INDIA - 2025



PAPERWORLD - INDIA - 2024



THE PEN BOUTIQUE - INDIA - 2024

# AROUND THE WORLD



SANBORNS DEPARTMENT STORE, MEXICO - 2025



# PRODUCT TRAINING



# WRITING INSTRUMENTS

SHEAFFER  
EST. 1913

100 COLLECTION

IONIC

NEW GUNMETAL FINISH



# SHEAFFER IONIC COLLECTION

## FEATURES & CHARACTERISTICS

- All-new gunmetal lacquer finish
- Stylish cut-out clip
- Elegant, streamlined silhouette.
- Sheaffer White Dot, the trademark symbol of writing excellence

## PEN TYPES

### FOUNTAIN PEN

- Sheaffer Classic Ink Cartridge / Converter
- Fine & Medium Point Grade

### ROLLERBALL PEN

- Slim Rollerball Refill

### BALLPOINT PEN

- Standard Sheaffer K Ballpoint Refill

**ENGRAVING\*:** Cap & Barrel

**GIFT BOX:** WW30 - Standard Gift Box

**WARRANTY:** 2 Years Warranty

**MSRP - \$ 32 - \$ 90**

\*results could vary based on skill of engraver and/or machinery used. Sheaffer is not responsible for any damages caused by engraving and will not provide replacement parts



PVD finish



Available in 3 models



Dual tone gradient finish

MODEL	DESCRIPTION
9375	DARK GUNMETAL LACQUER WITH PVD GUNMETAL TRIMS



Luxury Gift Box

# SHEAFFER IONIC COLLECTION





  
SHEAFFER  
EST. 1913

COFFEE EDITION  
The *write* kind of coffee

# SHEAFFER 100 COFFEE EDITION

## FEATURES & CHARACTERISTICS

- Dark Coffee Brown Gradient
- PVD Regal Brown Accents and Nib.
- Exclusive Insignia
- Sheaffer White Dot, the trademark symbol of writing excellence

## PEN TYPES

### FOUNTAIN PEN

- Sheaffer Classic Ink Cartridge / Converter
- Fine & Medium Point Grade

### ROLLERBALL PEN

- Slim Rollerball Refill

### BALLPOINT PEN

- Standard Sheaffer K Ballpoint Refill

**ENGRAVING\*:** Cap & Barrel

**GIFT BOX:** WW30 Coffee Brown Gift Box

**WARRANTY:** 2 Years Warranty

**MSRP - \$ 32 - \$ 90**

\*results could vary based on skill of engraver and/or machinery used. Sheaffer is not responsible for any damages caused by engraving and will not provide replacement parts



PVD finish



Available in 3 models



Dual tone gradient finish

### MODEL

9374

### DESCRIPTION

MATTE BROWN LACQUER WITH PVD REGAL BROWN TRIMS



Luxury Gift Box

# SHEAFFER VFM COFFEE EDITION

## FEATURES & CHARACTERISTICS

- Light Coffee Brown Gradient and Exclusive Heart insignia
- PVD Regal Coffee Brown Accents and Nib.
- universal converter specially for the coffee edition
- Sheaffer White Dot, the trademark symbol of writing excellence

## PEN TYPES

### FOUNTAIN PEN

- Sheaffer Universal Ink Cartridge / Universal Converter
- Fine & Medium Point Grade

### ROLLERBALL PEN

- Slim Rollerball Refill

### BALLPOINT PEN

- Standard Sheaffer K Ballpoint Refill

**ENGRAVING\*:** Cap & Barrel

**GIFT BOX:** WW31 - Standard Gift Box

**WARRANTY:** 2 Years Warranty

**MSRP - \$ 20 - \$ 40**

\*results could vary based on skill of engraver and/or machinery used. Sheaffer is not responsible for any damages caused by engraving and will not provide replacement parts



PVD finish



Available in 3 models



Dual tone gradient finish

### MODEL

9428

### DESCRIPTION

MATTE BROWN GRADIENT WITH PVD REGAL BROWN TRIMS

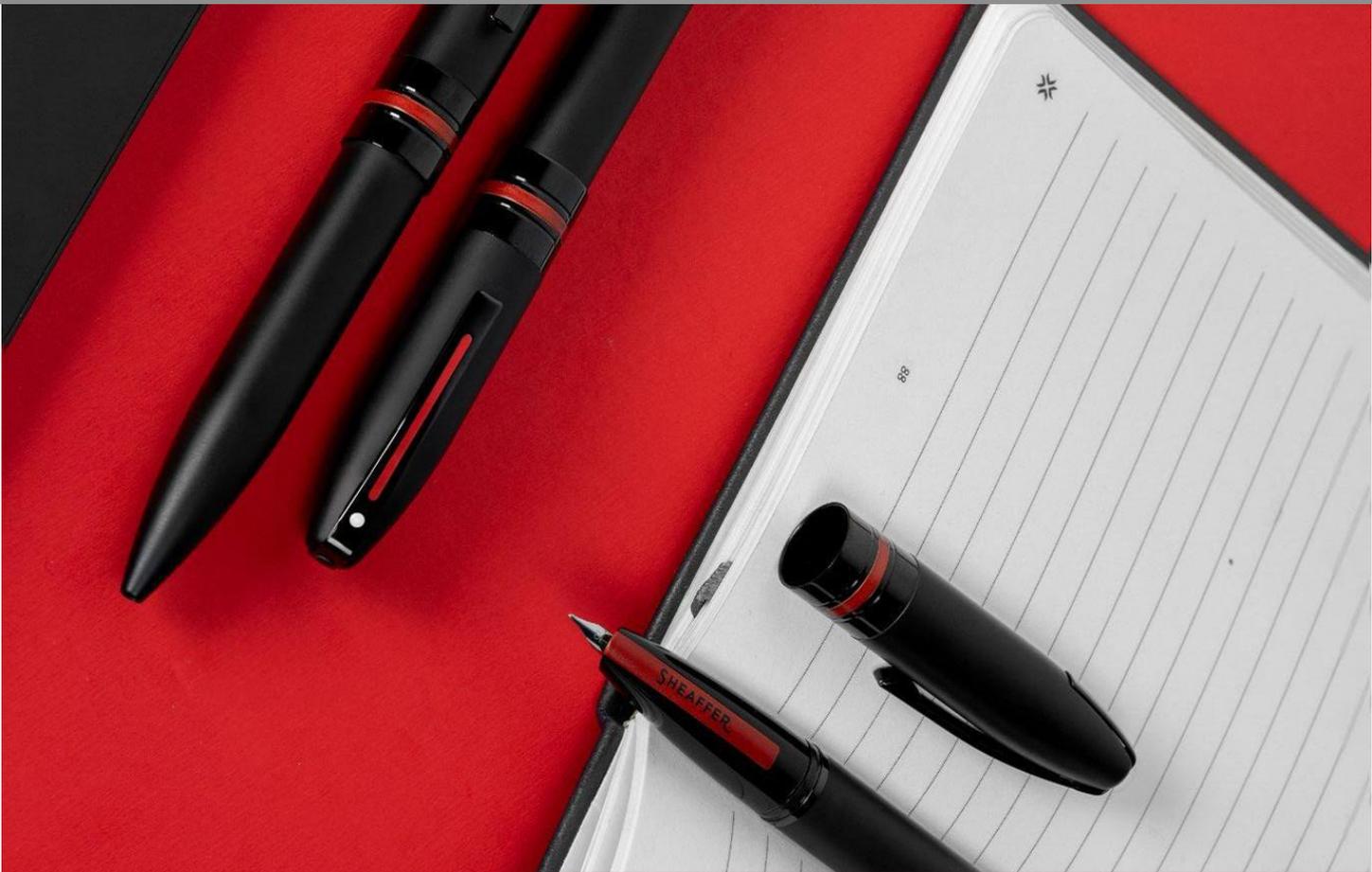


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# SHEAFFER COFFEE EDITION



# SHEAFFER ICON COLLECTION



# SHEAFFER ICON COLLECTION

## FEATURES & CHARACTERISTICS

- Bold Art Deco silhouette with a comfortably balanced weight
- Metallic red lacquer finish with black PVD trim
- Clip inspired by the military-style clip of the vintage Sheaffer Balance
- Hooded nib permits a more customised grip
- Wraparound clip with colour inlay

## PEN TYPES

### FOUNTAIN PEN

- Sheaffer Standard Ink Cartridge / Converter
- Fine & Medium Point Grade

### ROLLERBALL PEN

- Slim Rollerball Refill

### BALLPOINT PEN

- Standard Sheaffer K Ballpoint Refill

**ENGRAVING\*:** Cap & Barrel

**GIFT BOX:** WW30 - Standard Gift Box

**WARRANTY:** 2 Years Warranty

**MSRP - \$ 80 - \$ 125**

\*results could vary based on skill of engraver and/or machinery used. Sheaffer is not responsible for any damages caused by engraving and will not provide replacement parts



PVD finish



Available in 3 models



Dual tone gradient finish

MODEL	DESCRIPTION
9108	MATTE BLACK LACQUER WITH BLACK PVD TRIMS
9110	METALLIC BLUE LACQUER WITH BLACK PVD TRIMS
9111	METALLIC RED LACQUER WITH BLACK PVD TRIMS



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# SHEAFFER ICON COLLECTION



All of the above pens have rollerball and ballpoint options. Please refer to the sheaffer catalog for more information.

# SHEAFFER SAGARIS COLLECTION

 SHEAFFER  
EST. 1913



# SHEAFFER SAGARIS COLLECTION

## FEATURES & CHARACTERISTICS

- Elegant profile characterized by a tapered cap and barrel
- Lightweight, slim and fits comfortably in the palm of your hand
- Classic, timeless style reminiscent of vintage Sheaffer
- Sheaffer White Dot, the trademark symbol of writing excellence

## PEN TYPES

### FOUNTAIN PEN

- Sheaffer Skrip Universal Ink Cartridge / Converter
- Fine & Medium Point Grade

### ROLLERBALL PEN

- Slim Rollerball Refill

### BALLPOINT PEN

- Standard Sheaffer K Ballpoint Refill

**ENGRAVING\*:** Cap & Barrel

**GIFT BOX:** WW30 - Standard Gift Box

**WARRANTY:** 2 Years Warranty

**MSRP - \$ 70 - \$ 90**

\*results could vary based on skill of engraver and/or machinery used. Sheaffer is not responsible for any damages caused by engraving and will not provide replacement parts



PVD finish



Available in 3 models



Glossy Gold Trims

MODEL	DESCRIPTION
9471	GLOSSY BLACK WITH GOLD TRIMS
9475	GLOSSY BLACK BODY WITH CHROME CAP AND GOLD TRIMS



Luxury Gift Box

# SHEAFFER SAGARIS COLLECTION



All of the above pens have rollerball and ballpoint options. Please refer to the sheaffer catalog for more information.

# SHEAFFER 300 COLLECTION

 **SHEAFFER**  
EST. 1913



# SHEAFFER 300 COLLECTION

## FEATURES & CHARACTERISTICS

- Contemporary and Stylish design
- Wide-bodied profile.
- Snap fit cap on FP and RB.
- Easy twist-action mechanism on ballpoint pen.
- Sheaffer White Dot, the trademark symbol of writing excellence

## PEN TYPES

### FOUNTAIN PEN

- Sheaffer Classic Ink Cartridge / Converter
- Fine & Medium Point Grade

### ROLLERBALL PEN

- Slim Rollerball Refill

### BALLPOINT PEN

- Standard Sheaffer K Ballpoint Refill

**ENGRAVING\*:** Cap & Barrel\*

**GIFT BOX:** WW30 - Standard Gift Box

**WARRANTY:** 2 Years Warranty

**MSRP - \$ 42 - \$ 80**

\*results could vary based on skill of engraver and/or machinery used. Sheaffer is not responsible for any damages caused by engraving and will not provide replacement parts



PVD finish



Available in 3 models



Patterned barrel finish

### MODEL

### DESCRIPTION

9347	MATTE PATTERNED BARREL WITH CHROME CAP AND GOLD TRIMS
9341	GLOSSY BLUE LACQUER WITH CHROME TRIMS
9325	GLOSSY BLACK WITH GOLD TRIMS
9342	BRIGHT CHROME WITH POLISHED CHROME TRIMS
9343	MATTE BLACK LACQUER WITH POLISHED BLACK TRIMS
9345	MATTE GRAY LACQUER WITH POLISHED BLACK TRIMS
9346	MATTE GREEN LACQUER WITH POLISHED BLACK TRIMS
9312	GLOSSY BLACK WITH CHROME TRIMS
9314	GLOSSY BLACK BARREL WITH CHROME CAP AND CHROME TRIMS



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# SHEAFFER 300 COLLECTION



All of the above pens have rollerball and ballpoint options. Please refer to the sheaffer catalog for more information.

# SHEAFFER 100 COLLECTION

 SHEAFFER  
EST. 1913



# SHEAFFER 100 COLLECTION

## FEATURES & CHARACTERISTICS

- So Easy to Admire
- Comfortable cigar-shape profile.
- Easy twist-action mechanism on ballpoint pen.
- Sheaffer White Dot, the trademark symbol of writing excellence

## PEN TYPES

### FOUNTAIN PEN

- Sheaffer Classic Ink Cartridge / Converter
- Fine & Medium Point Grade

### ROLLERBALL PEN

- Slim Rollerball Refill

### BALLPOINT PEN

- Standard Sheaffer K Ballpoint Refill

**ENGRAVING\*:** Cap & Barrel

**GIFT BOX:** WW30 - Standard Gift Box

**WARRANTY:** 2 Years Warranty

**MSRP - \$ 32 - \$ 90**

\*results could vary based on skill of engraver and/or machinery used. Sheaffer is not responsible for any damages caused by engraving and will not provide replacement parts



PVD finish



Available in 3 models



Dual tone gradient finish

### MODEL

### DESCRIPTION

9375	DARK GUNMETAL LACQUER WITH PVD GUNMETAL TRIMS
9374	MATTE BROWN LACQUER WITH PVD REGAL BROWN TRIMS
9370	COFFEE BROWN LACQUER WITH PVD GOLD TRIMS
9372	GLOSSY PVD GOLD WITH PVD GOLD TRIMS
9371	SATIN BLUE LACQUER WITH PVD BLUE TRIMS
9322	GLOSSY BLACK LACQUER WITH PVD GOLD TRIMS
9338	GLOSSY BLACK LACQUER WITH CHROME PLATED TRIMS
9340	BRIGHT CHROME WITH POLISHED GOLD TRIMS
9339	GLOSSY BLUE WITH POLISHED CHROME TRIMS
9317	MATTE BLACK LACQUER WITH CHROME TRIMS
9306	BRUSHED CHROME WITH POLISHED CHROME TRIMS
9313	GLOSSY BLACK BARREL WITH CHROME CAP AND CHROME TRIMS



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# SHEAFFER 100 COLLECTION



All of the above pens have rollerball and ballpoint options. Please refer to the sheaffer catalog for more information.

# SHEAFFER REMINDER COLLECTION

 **SHEAFFER**  
EST. 1913



# SHEAFFER REMINDER COLLECTION

## FEATURES & CHARACTERISTICS

- Slim, sleek silhouette
- Innovative clickable clip propels/repels the ballpoint tip, Specially designed to prevent ink stains
- Eye-catching slotted clip
- Sheaffer White Dot, the trademark symbol of writing excellence

## PEN TYPES

### BALLPOINT PEN

- Standard Sheaffer K Ballpoint Refill

**ENGRAVING\*:** Cap & Barrel

**GIFT BOX:** WW30 - Standard Gift Box

**WARRANTY:** 2 Years Warranty

**MSRP - \$ 48**

\*results could vary based on skill of engraver and/or machinery used. Sheaffer is not responsible for any damages caused by engraving and will not provide replacement parts



PVD finish



Click Propel-Repel Mechanism



Dual tone gradient finish



Luxury Gift Box

### MODEL

### DESCRIPTION

9017	MATTE BLACK LACQUER WITH BLACK PVD TRIMS
9018	MATTE BLUE LACQUER WITH BLACK PVD TRIMS
9019	MATTE GRAY LACQUER WITH BLACK PVD TRIMS

# SHEAFFER REMINDER COLLECTION



# SHEAFFER VFM COLLECTION

SHEAFFER  
EST. 1913



# SHEAFFER VFM COLLECTION

## FEATURES & CHARACTERISTICS

- Vibrant, Fun, Modern
- Modern design in contemporary finishes.
- Easy Click-action mechanism on BP.
- Sheaffer White Dot, the trademark symbol of writing excellence

## PEN TYPES

### FOUNTAIN PEN

- Sheaffer Universal Ink Cartridge
- Fine & Medium Point Grade

### ROLLER BALL PEN

- Slim Rollerball Refill

### BALLPOINT PEN

- Standard Sheaffer K Ballpoint Refill

**ENGRAVING\*:** Cap & Barrel

**GIFT BOX:** WW31 - Standard Gift Box

**WARRANTY:** 2 Years Warranty

**MSRP - \$20 - \$40**

\*results could vary based on skill of engraver and/or machinery used. Sheaffer is not responsible for any damages caused by engraving and will not provide replacement parts



PVD finish



Available in 3 models



Dual tone gradient finish

## MODEL

## DESCRIPTION

9429	MATTE NAVY BLUE GRADIENT WITH BLACK TRIMS
9428	MATTE BROWN GRADIENT WITH PVD REGAL BROWN TRIMS
9426	BRUSHED CHROME WITH POLISHED CHROME TRIMS
9427	GLOSSY GRAY WITH PVD GOLD TRIMS
9424	MATTE GRAY WITH BLACK TRIMS
9422	BRIGHT CHROME WITH POLISHED GOLD TRIMS
9405	MATTE BLACK WITH POLISHED CHROME TRIMS
9400	STROBE SILVER WITH POLISHED CHROME TRIMS
9401	METALLIC NEON BLUE WITH POLISHED CHROME TRIMS
9403	METALLIC EXCESSIVE RED WITH POLISHED CHROME TRIMS
9421	BRIGHT CHROME WITH POLISHED CHROME TRIMS



Luxury Gift Box

# SHEAFFER VFM COLLECTION



All of the above pens have rollerball and ballpoint options. Please refer to the sheaffer catalog for more information.

# SHEAFFER SENTINEL COLLECTION



# SHEAFFER SENTINEL COLLECTION

## FEATURES & CHARACTERISTICS

- Fun Click Top With A Retro Flair
- Classic slim profile
- Clickable propel/repel mechanism
- Resin Barrel with brushed chrome-plated cap
- Sheaffer White Dot, the trademark symbol of writing excellence

## PEN TYPES

### BALLPOINT PEN

- Standard Sheaffer K Ballpoint Refill

### ENGRAVING\*: Cap

### GIFT BOX: WW31 - Standard Gift Box

### WARRANTY: 2 Years Warranty

**MSRP - \$ 15.00**

\*results could vary based on skill of engraver and/or machinery used. Sheaffer is not responsible for any damages caused by engraving and will not provide replacement parts



PVD finish



Click Propel-Repel Mechanism



Chrome-Plated Cap

### MODEL

### DESCRIPTION

32151	GLOSSY DARK GREEN WITH CHROME TOP AND CHROME TRIMS
32172	GLOSSY BURGUNDY WITH CHROME TOP AND CHROME TRIMS
32125	GLOSSY COFFEE BROWN WITH CHROME TOP AND CHROME TRIMS
32111	GLOSSY BLACK WITH CHROME TOP AND CHROME TRIMS
32173	GLOSSY BLUE WITH CHROME TOP AND CHROME TRIMS



Luxury Gift Box

# SHEAFFER SENTINEL COLLECTION



ALL OF THE ABOVE BALLPOINT PENS ARE OF RESIN BARREL

# SHEAFFER SENTINEL METAL COLLECTION

## FEATURES & CHARACTERISTICS

- Fun Click Top With A Retro Flair
- Classic slim profile
- Clickable propel/repel mechanism
- Metal Barrel with brushed chrome-plated cap
- Sheaffer White Dot, the trademark symbol of writing excellence

## PEN TYPES

### BALLPOINT PEN

- Standard Sheaffer K Ballpoint Refill

**ENGRAVING\*:** Cap & Barrel

**GIFT BOX:** WW31 - Standard Gift Box

**WARRANTY:** 2 Years Warranty

**MSRP - \$ 15 - \$ 20**

\*results could vary based on skill of engraver and/or machinery used. Sheaffer is not responsible for any damages caused by engraving and will not provide replacement parts



PVD finish



Click Propel-Repel Mechanism



Chrome-Plated Cap

### MODEL

### DESCRIPTION

330	BRUSHED CHROME BARREL WITH CHROME PLATED TRIMS
331	MATT BLACK BARREL WITH CHROME PLATED CAP WITH CHROME TRIM
332	SHINY BLACK BARREL WITH CHROME PLATED CAP WITH CHROME TRIM
333	BRUSHED CHROME PLATED BARREL WITH CHROME CAP & PVD GOLD TRIM
334	MATT BLACK BARREL WITH CHROME PLATED CAP WITH PVD GOLD TRIM
335	SHINY BLACK BARREL WITH CHROME PLATED CAP WITH PVD GOLD TRIM

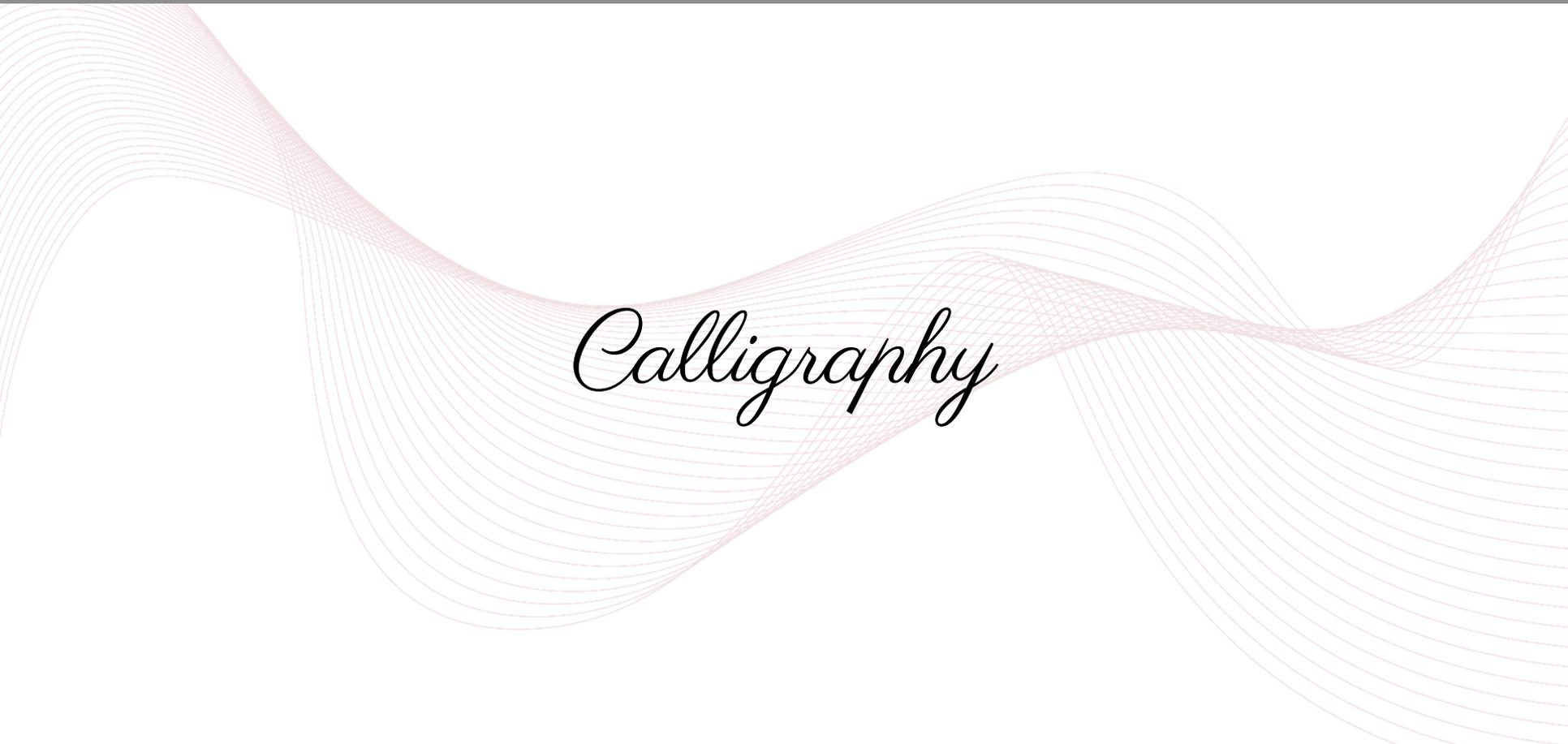


Luxury Gift Box

# SHEAFFER SENTINEL METAL COLLECTION



ALL OF THE ABOVE BALLPOINT PENS ARE OF METAL FINISH



# Calligraphy

# SHEAFFER CALLIGRAPHY PENS



Calligraphy (from Ancient Greek: κάλλος *kallos* "beauty" and γραφή *graphē* "writing") is a visual art related to writing. It is the design and execution of lettering with a broad tip instrument or brush in one stroke (as opposed to built up lettering, in which the letters are drawn). A contemporary calligraphic practice can be defined as, "the art of giving form to signs in an expressive, harmonious, and skillful manner".



# SHEAFFER CALLIGRAPHY - SINGLE KIT

## FEATURES & CHARACTERISTICS

- Tools for Creativity
- The window on the barrel provides easy-viewing of the ink color and level
- Soft-touch rubber grip for a fatigue-free writing experience.
- Features the Sheaffer White Dot, the trademark symbol of writing excellence
- The Self-serve pack contains 1 Calligraphy fountain pen and two Classic ink cartridges (1 blue and 1 black).

## PEN TYPES

### FOUNTAIN PEN

- Flexible Medium (M or F or B) nib in polished stainless steel

**ENGRAVING\*:** N/A

**GIFT BOX:** Hangsell

**WARRANTY:** 2 Years Warranty

**MSRP - \$ 15.00**

\*results could vary based on skill of engraver and/or machinery used. Sheaffer is not responsible for any damages caused by engraving and will not provide replacement parts



### MODEL

93400  
93401  
93403

### DESCRIPTION

Glossy Black Calligraphy Pen with Fine Nib  
Glossy Black Calligraphy Pen with Medium Nib  
Glossy Black Calligraphy Pen with Broad Nib

# SHEAFFER CALLIGRAPHY - MINI KIT

## FEATURES & CHARACTERISTICS

- Tools for Creativity
- The window on the barrel provides easy-viewing of the ink color and level
- Soft-touch rubber grip for a fatigue-free writing experience.
- Features the Sheaffer White Dot, the trademark symbol of writing excellence
- Mini kit comes with 3 nib sizes in polished stainless steel - 1 mm ( F ) /1.5 mm ( M )/2 mm ( B )
- The Self-serve pack contains 1 Calligraphy fountain pen, 3 Nibs, and 18 Classic ink cartridges (6 blue, 6 Black, and 6 Blue black)

## PEN TYPES

### FOUNTAIN PEN

- Flexible Medium (M or F or B) nib in polished stainless steel

**ENGRAVING\*:** N/A

**GIFT BOX:** Hangsell

**WARRANTY:** 2 Years Warranty

**MSRP - \$ 30.00**

\*results could vary based on skill of engraver and/or machinery used. Sheaffer is not responsible for any damages caused by engraving and will not provide replacement parts



MODEL

DESCRIPTION

93402

Glossy Black Calligraphy Pen with Interchangeable Nibs

## FEATURES & CHARACTERISTICS

- Three Modern Calligraphy Pens: Crafted with glossy resin finishes in black, yellow, and blue
- Stainless Steel Nibs: Each pen comes with three stainless steel nibs in fine, medium, and broad widths and are interchangeable with all the pens
- The Self-serve pack contains 3 Calligraphy fountain pens, 3 Nibs, and 24 Classic ink cartridges (4 blue, 4 Black, 4 Blue-black, 4 Red, 4 Brown and 4 Green)

## PEN TYPES

### CALLIGRAPHY FOUNTAIN PEN

- Sheaffer Classic Cartridge / Converter

**ENGRAVING\*:** N/A

**GIFT BOX:** Hangsell

**WARRANTY:** 2 Years Warranty

**MSRP - \$46.00**

\*results could vary based on skill of engraver and/or machinery used. Sheaffer is not responsible for any damages caused by engraving and will not provide replacement parts



### MODEL

93404

### DESCRIPTION

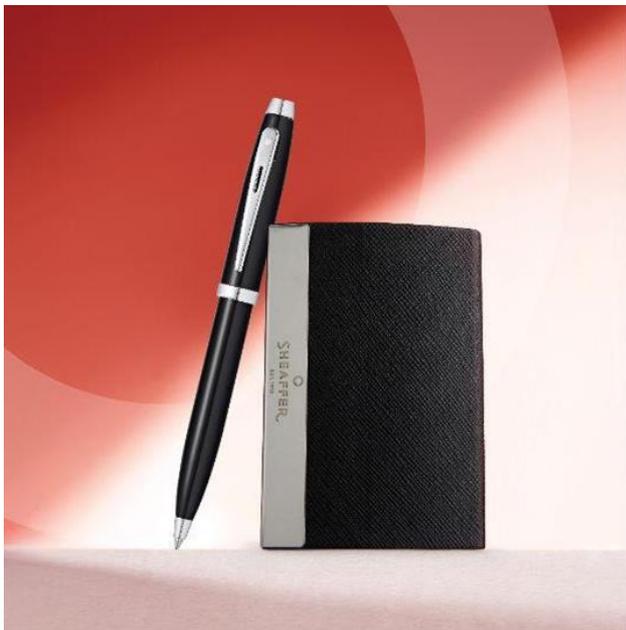
Calligraphy Maxi kit with Glossy Black, Blue and Yellow Pens with F, M and B Nibs

# GIFT SET COMBINATIONS



SELECT Collections can be combined with accessories to convert them into gift sets.

# GIFT SET COMBINATIONS



**Business Card Holder Gift Set**

Available with select Sheaffer 100 and Sheaffer 300 collections.



**Small Notebook Gift Set**

Available with select Sheaffer VFM collection.

# GIFT SET COMBINATIONS



**Table Clock Gift Set**

Available with select Sheaffer 100 and Sheaffer 300 collections.



**Credit Card Holder Gift Set**

Available with select Sheaffer Reminder, Sheaffer VFM, Sheaffer 100 and Sheaffer 300 collections. The Credit Card Holder is available in 5 colors.

# GIFT SET COMBINATIONS



**Pen Pouch Gift Set**

Available with select Sheaffer 300 collections.



**Medium Notebook Gift Set**

Available with select Sheaffer 100 and Sheaffer 300 collections.  
Also available as hangsell with select Sheaffer VFM & Sheaffer Sentinel collections.

# GIFT SET COMBINATIONS



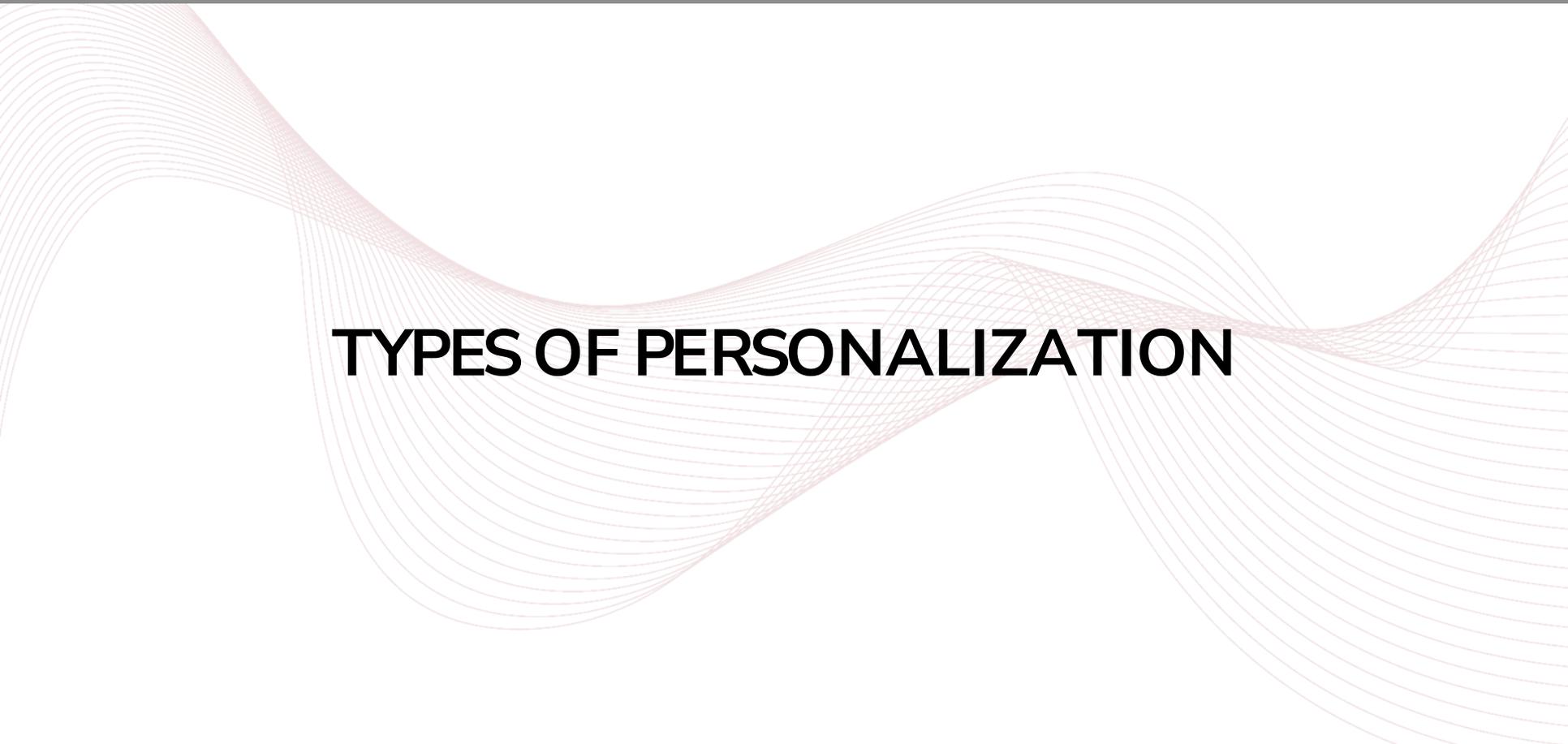
## Two Pen Gift Set

Available with select Sheaffer 100 and Sheaffer 300 collections.



## Pen with Refills Gift Set

Available with select Sheaffer 100 Ballpoint and Rollerball Collections.



# TYPES OF PERSONALIZATION

## LASER ENGRAVING

Laser engraving utilizes precision laser technology to vaporize materials, creating permanent and deep marks on the pen's surface with intricate designs to bring your name or the logo alive.

The key features and benefits of laser engraving for pen personalization are:

- **Precision and Intricacy:** The USP lies in achieving a high level of precision and intricacy through advanced laser technology.
- **Intricate Designs:** Laser engraving allows for the creation of detailed and intricate words on the pen surface, making each pen a unique work of art.
- **Customization Options:** Laser engraving can be done in various fonts and sizes, providing a wide range of customization possibilities.



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TECHNIQUE: LASER ENGRAVING | MOQ: 50 | TIMELINE /DAYS: 5

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## FONT OPTIONS

### FONTS- FILL TYPE

#### *Lucida Calligraphy*

##### CHARACTER LIMIT

17 Letters in Lower Case  
13 Letters in Upper Case  
Max. Area Cap -30 x 6 mm  
Max. Area Barrel -40 x 6 mm

#### **Tw Cen MT**

##### CHARACTER LIMIT

16 Letters in Lower Case  
13 Letters in Upper Case  
Max. Area Cap -30 x 6 mm  
Max. Area Barrel -40 x 6 mm

#### *Caveat*

##### CHARACTER LIMIT

20 Letters in Lower Case  
18 Letters in Upper Case  
Max. Area Cap -30 x 6 mm  
Max. Area Barrel -40 x 6 mm

### FONTS- OUTLINE TYPE

#### **Century Gothic**

##### CHARACTER LIMIT

15 Letters in Lower Case  
13 Letters in Upper Case  
Max. Area Cap -30 x 6 mm  
Max. Area Barrel -40 x 6 mm

#### **Baskerville Old Face**

##### CHARACTER LIMIT

16 Letters in Lower Case  
13 Letters in Upper Case  
Max. Area Cap -30 x 6 mm  
Max. Area Barrel -40 x 6 mm

#### *Monotype Corsiva*

##### CHARACTER LIMIT

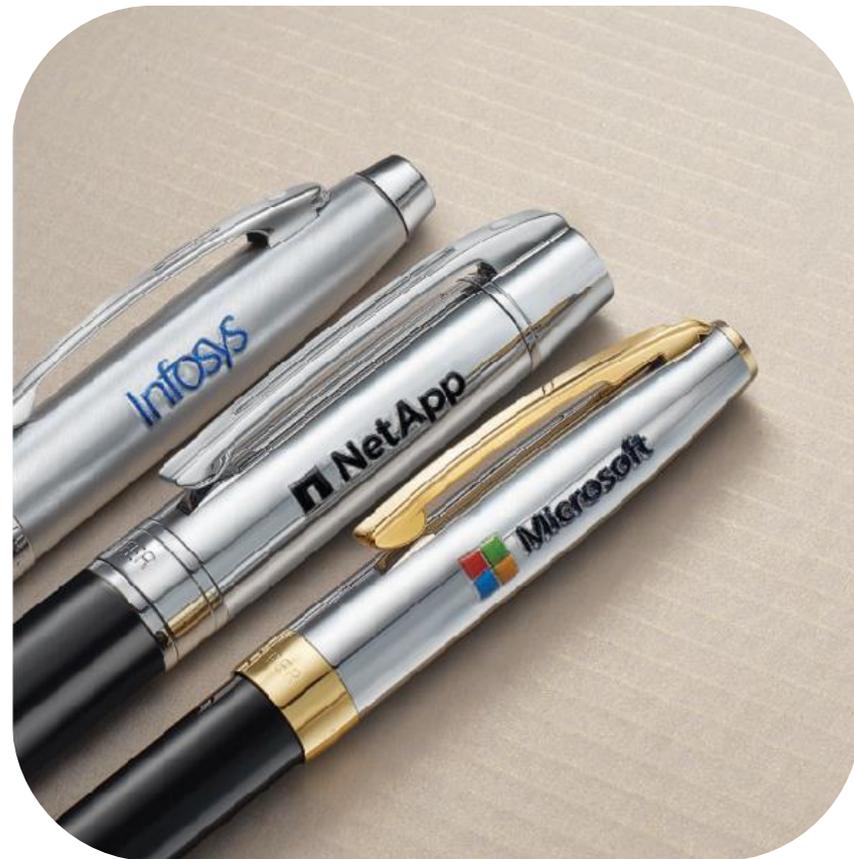
20 Letters in Lower Case  
15 Letters in Upper Case  
Max. Area Cap -30 x 6 mm  
Max. Area Barrel -40 x 6 mm

Additional font types are available on request.

## DIRECT TO FILM STICKER

Direct to Film Sticker involves DTF (Direct Transfer Film) printing. The resulting adhesive layer adds an extra dimension to the pen, creating a personalized masterpiece. Direct to Film Sticker is one of the best options for colourful logo printing, some of the other USP's are:

- **Easy Application:** The USP of Direct to Film Sticker is it's easy-to-apply nature, making it a less messy option.
- **Precision and Durability:** Direct-to-film stickers offer a perfect blend of precision, durability, and limitless creativity for pen personalization.
- **Durability Beyond Expectations:** Our stickers guarantee durability that lasts.
- Resist fading, scratching, and wear.



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TECHNIQUE: DIRECT TO FILM STICKER | MOQ: 250 | TIMELINE/DAYS: 15

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## CLIP EMBLEMS

Clip Emblems add a touch of professionalism and style to pens by rendering logos in a tangible and standout manner on the pen clip. Key features include:

- **Meticulous Design:** Clip Emblems are meticulously designed and flawlessly executed, serving as a testament to precision and attention to detail.
- **Personalization Options:** Logos can be personalized in various shapes and sizes, providing customization options for the user.
- **Applicability:** This classy representation of logos can be applied to some of Sheaffer's best series.

For further information connect with our team.

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TECHNIQUE: CLIP EMBLEM | MOQ: 250 | TIMELINE/DAYS: 60

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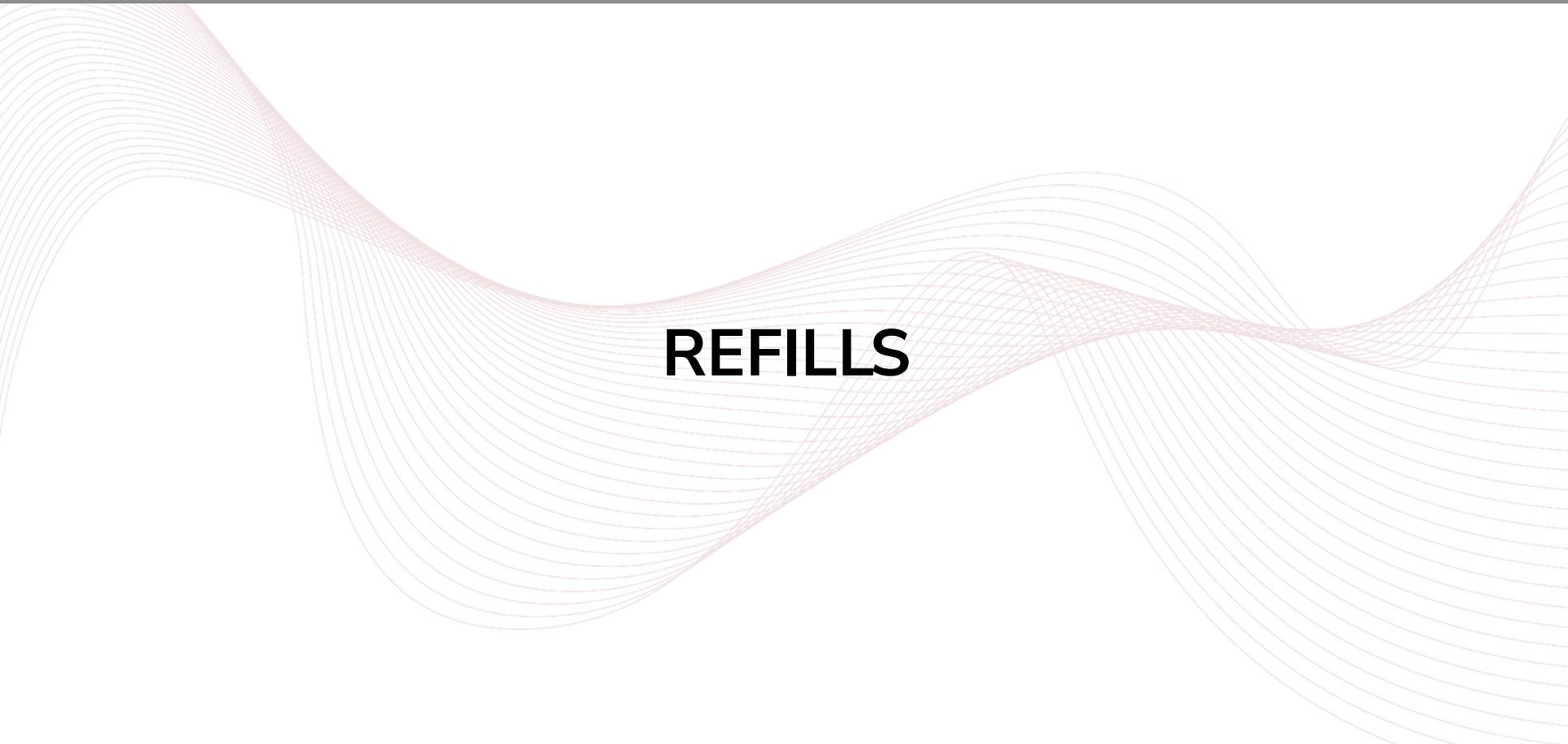
SHAPES: ROUND, SQUARE, OVAL, RECTANGLE AND CUSTOM SHAPES POSSIBLE.



SIZES: - 7MM 9MM & 10MM. (Approx. thickness 1.5 mm)

FINISHES: CUSTOM COLOR, CHROME, GOLD, BLACK, ANTIQUE GOLD & ANTIQUE SILVER.





# REFILLS

# K-TYPE REFILL

## SHEAFFER® "K" BALLPOINT REFILLS

Sheaffer® ballpoint "K" metal refills are available in blue or black ink, fine and medium point grades, and are packaged on a blister card..

For use with all Sheaffer® ballpoint pens

### BLISTER CARD

"K" Blue Ink, Fine Point (Item # 99324)

"K" Black Ink, Fine Point (Item # 99334)

"K" Blue Ink, Medium Point (Item # 99325)

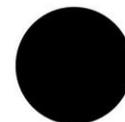
"K" Black Ink, Medium Point (Item # 99335)

All refills have 4 digit date code imprinted on plastic end plug.

Available Colors:



**US SRP - \$ 5.5**



# C-TYPE REFILL

## SHEAFFER® "C" BALLPOINT REFILLS

Sheaffer® ballpoint "C" metal refills are available in blue or black ink, medium point grades, and are packaged on a blister card.

For use in the following ballpoint pens:  
Sheaffer® Pop and Award

### BLISTER CARD

"C" Blue ink, Medium Point (Item # 8511SH)

"C" Black ink, Medium Point (Item # 8513SH)

All refills have 4 digit date code imprinted on side of metal tube.

Available Colors:  

\*Refer to Date Code Reference Slide

US SRP - \$ 5.5



# C-TYPE REFILL

## SHEAFFER® "C" ROLLER BALL REFILLS

Sheaffer® ballpoint "C" metal refills are available in blue or black ink, medium point grades, and are packaged on a blister card.

For use in the following ballpoint pens:  
Sheaffer® Pop and Award

### BLISTER CARD

"C" Blue ink, Medium Point (Item # 8521SH)

"C" Black ink, Medium Point (Item # 8523SH)

All refills have 4 digit date code imprinted on side of metal tube.

Available Colors: ● ●

\*Refer to Date Code Reference Slide

US SRP - \$ 6.5



# SLIM ROLLER BALL REFILL

## SHEAFFER® SLIM ROLLERBALL REFILL

Sheaffer® roller ball metal refills are made to last. Each refill is conveniently packaged on a blister card.

For use with all Sheaffer® rollerball writing instruments

### BLISTER CARD

Black ink, Medium Point (Item # 97535)

Blue ink, Medium Point (Item # 97525)

All refills have 4 digit date code on side of metal tube.

Available Colors:



**US SRP - \$ 6.5**



# INK CARTRIDGE REFILLS

## SHEAFFER® INK CARTRIDGE REFILLS

For use with all Sheaffer® Fountain pens **except** VFM

### BLISTER CARD

Black 5-pack Blister card (Item # 96330)

Blue-black 5-pack Blister card (Item # 96310)

Blue 5-pack Blister card (Item # 96320)

Red 5-pack Blister card (Item # 96340)

Green 5-pack Blister card (Item # 96350)

Brown 5-pack Blister card (Item # 96360)

Available Colors:



US SRP - \$ 4.5



# INK CARTRIDGE REFILLS

## **SHEAFFER® UNIVERSAL INK CARTRIDGE REFILLS**

For use with Sheaffer® VFM Fountain pens ONLY

Available on a blister card or in a shelf pack.

### **BLISTER CARD**

Black ink, 6-pack Blister card (Item # 93090)

Blue ink, 6-pack Blister card (Item # 93091)

Available Colors:



**US SRP - \$ 4.5**



# SKRIP INK BOTTLES

## SHEAFFER® SKRIP® INK BOTTLES

Sheaffer® Skrip® Ink will ensure a long write life and a smooth flow of ink to paper. There are a variety of colours available in 50ml bottles.

### INK COLORS

Blue-Black (Item # 94211)

Blue (Item # 94221)

Black (Item # 94231)

Red (Item # 94241)

Green (Item # 94251)

Brown (Item # 94261)

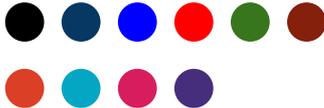
Orange (Item #

Turquoise (Item # 94271)

Purple (Item # 94281)

Pink (Item # 94401)

Available Colors:



**US SRP - \$ 10**



# PISTON CONVERTER

## SHEAFFER® PISTON CONVERTER

Sheaffer® Piston Converter, for use with all current Sheaffer® fountain pens except VFM. Available as single unit.

CONVERTER - **SINGLE UNIT**  
Item # 96700

US SRP - **\$ 7**



# DATE CODE REFERENCE

## “K and C” type Ballpoint Refill

Month	Month Code	Year Examples	Year Code	Code on the Product
January	01	2025	25	0125
February	02	2025	25	0225
March	03	2025	25	0325
April	04	2025	25	0425
May	05	2025	25	0525
June	06	2025	25	0625
July	07	2025	25	0725
August	08	2025	25	0825
September	09	2025	25	0925
October	10	2025	25	1025
November	11	2025	25	1125
December	12	2025	25	1225

“K and C” Ballpoint refill codes are represented by MONTH / YEAR

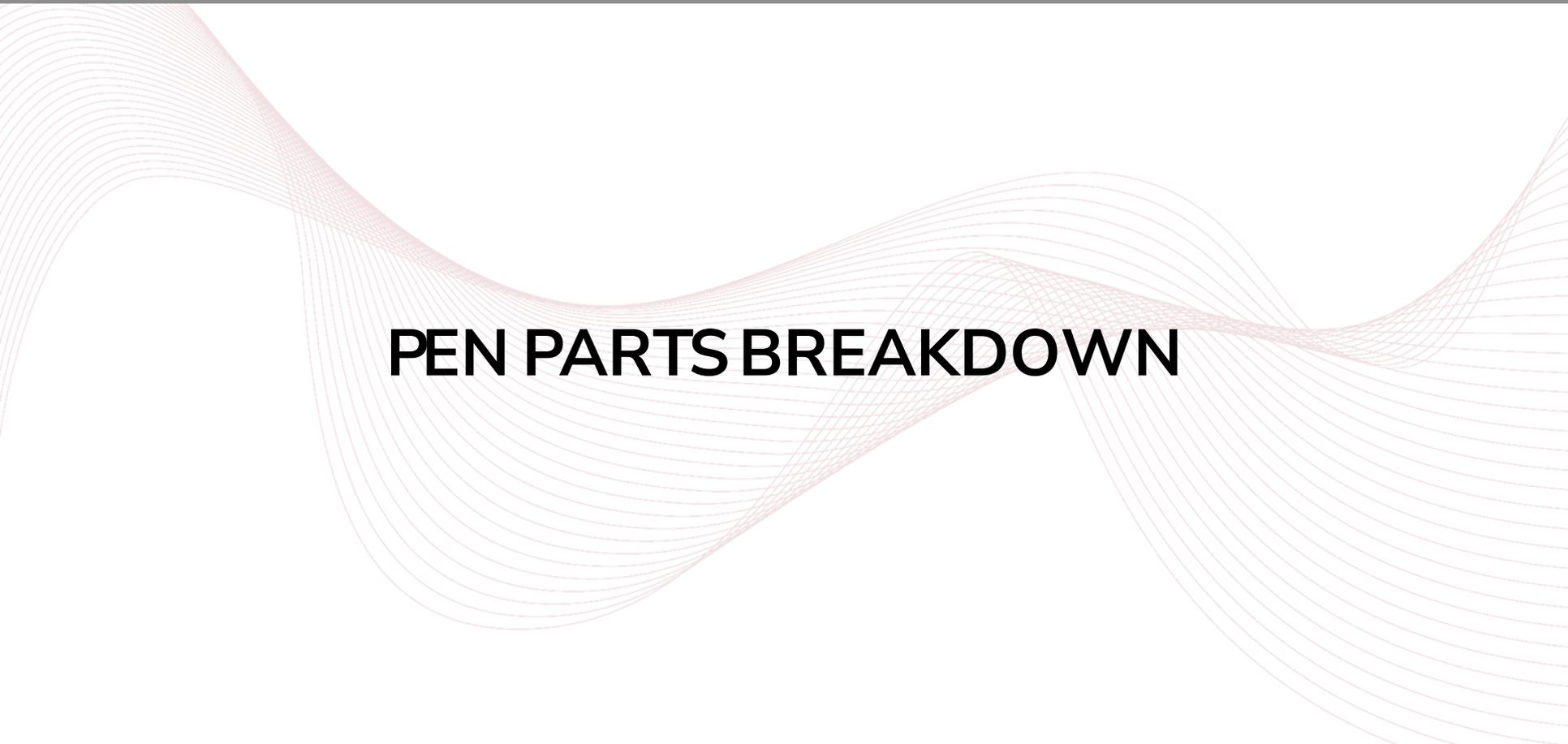
Examples - 1225 = December 2025, 0625 = July 2025

## Slim Rollerball Refill

Month	Month Code	Year Examples	Year Code	Code on the Product
January	01	2025	25	0125
February	02	2025	25	0225
March	03	2025	25	0325
April	04	2025	25	0425
May	05	2025	25	0525
June	06	2025	25	0625
July	07	2025	25	0725
August	08	2025	25	0825
September	09	2025	25	0925
October	10	2025	25	1025
November	11	2025	25	1125
December	12	2025	25	1225

Slim Rollerball Refill codes are represented by YEAR / MONTH

Examples – 0825 = 2025 August, 1125 = 2025 Nov



# PEN PARTS BREAKDOWN

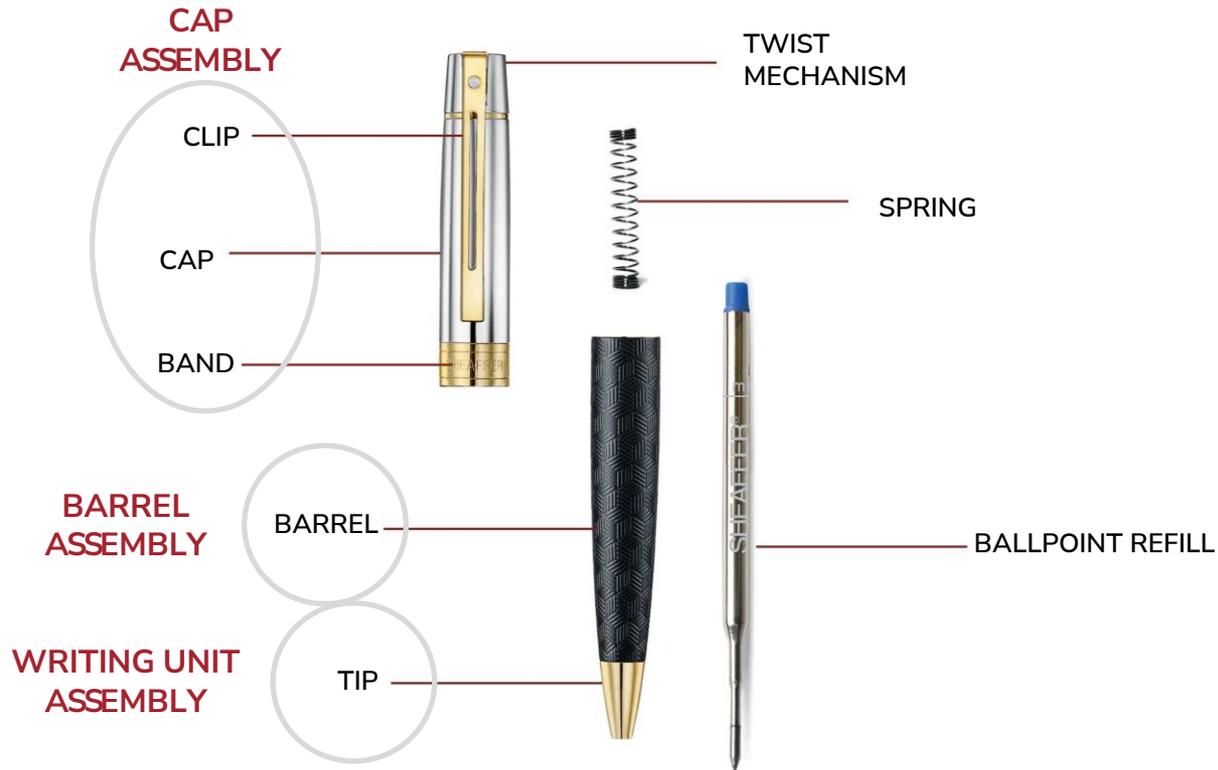
# PEN PARTS - FOUNTAIN PEN

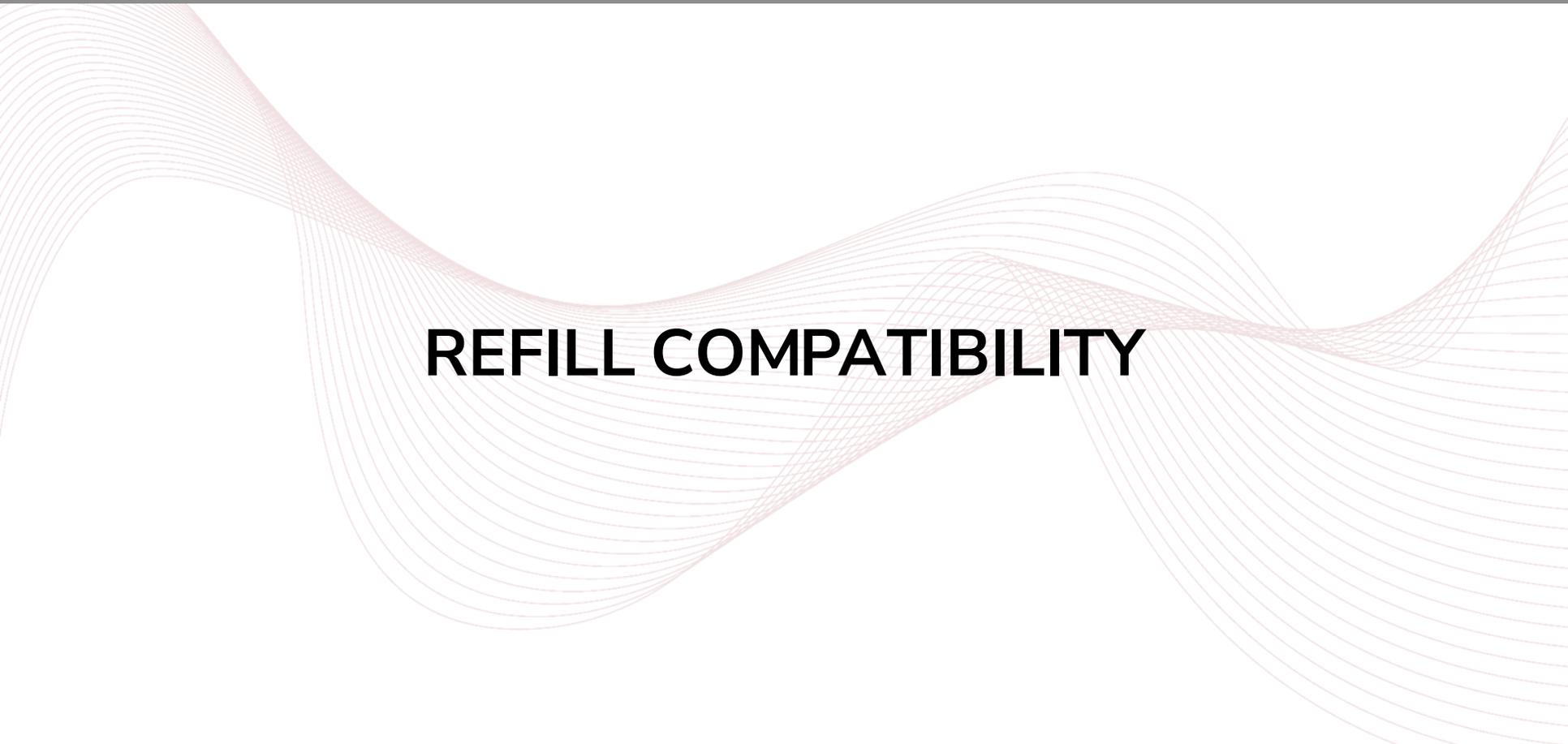


# PEN PARTS - ROLLERBALL



# PEN PARTS - BALLPOINT





# REFILL COMPATIBILITY

## Sheaffer 100



For Ballpoint Pen  
K-Style Ballpoint Refill

For Rollerball Pen  
Slim Rollerball Refill

## Sheaffer 300



For Ballpoint Pen  
K-Style Ballpoint Refill

For Rollerball Pen  
Slim Rollerball Refill

## Sheaffer Icon



For Ballpoint Pen  
K-Style Ballpoint Refill

For Ballpoint Pen sold before 2024  
T-Style Ballpoint Refill

For Rollerball Pen  
Slim Rollerball Refill

## Sheaffer Reminder



For Ballpoint Pen  
K-Style Ballpoint Refill

## Sheaffer VFM



For Ballpoint Pen  
K-Style Ballpoint Refill

For Rollerball Pen  
Slim Rollerball Refill

## Sheaffer Legacy



For Ballpoint Pen  
K-Style Ballpoint Refill  
For Rollerball Pen  
C-Style Rollerball Refill

## Sheaffer Sagaris



For Ballpoint Pen  
K-Style Ballpoint Refill  
For Ballpoint Pen sold before 2024  
T-Style Ballpoint Refill  
For Rollerball Pen  
Slim Rollerball Refill

# REFILL COMPATIBILITY

## Sheaffer POP



For Rollerball Pen  
Slim Rollerball Refill  
For Ballpoint Pen  
C-Style Ballpoint Refill

## Sheaffer Intensity



For Ballpoint Pen  
K-Style Ballpoint Refill  
For Rollerball Pen  
Slim Rollerball Refill

## Sheaffer Prelude

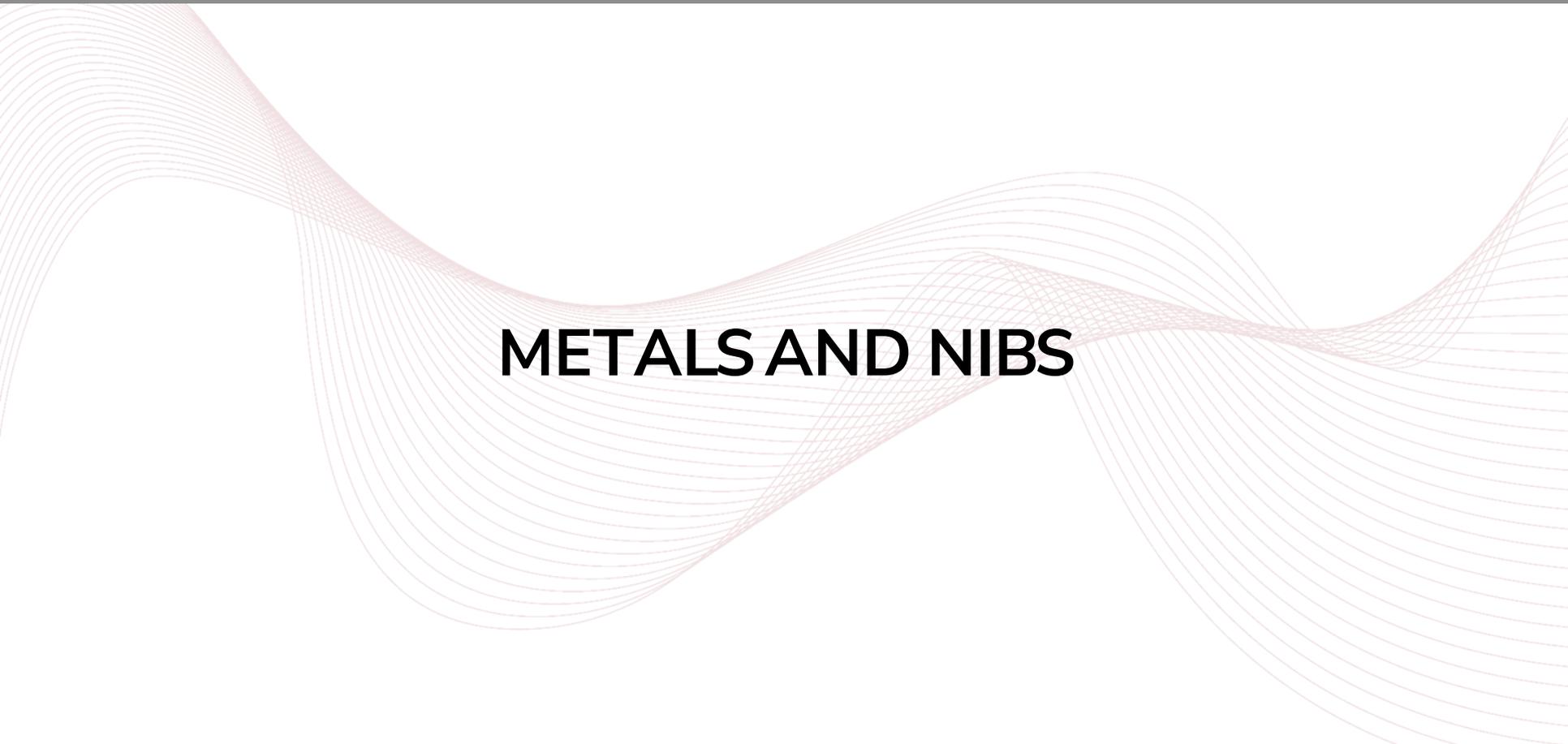


For Ballpoint Pen  
K-Style Ballpoint Refill  
For Rollerball Pen  
Classic Rollerball Refill

## Sheaffer Sentinel



For Ballpoint Pen  
K-Style Ballpoint Refill



# METALS AND NIBS

## ABOUT THE METALS:

- Pure Gold is 24 Karat or 24K.
- More gold and less alloy = Softer and more yellowish.
- Less gold and more alloy = Harder and less yellowish.
- Higher Karat (more gold) = Higher cost of product.
- Sterling silver means the mixture is 92.5% pure Silver and 7.5% Copper.
- Palladium is a precious metal in the platinum family – 20 times more valuable than silver. Unique shine and color.
- **Gold or silver** adorning Sheaffer quality pens should always be **highlighted** in order for the customer to appreciate the true value of the pens.
- Ruthenium is an alloy harder than steel. It is used in Sheaffer fountain pen tips and hand applied by Sheaffer experts.

**Standard Nibs are available in the following grading:**

## **XF = Extra Fine**

- Specially aimed at those who want a very precise style of writing.
- E.g. Japanese - The writer must not press hard on the pen.

## **F = Fine (Collectors rate Sheaffer Fine Nibs highly)**

- Fine and Medium are popular as they are the most comfortable to write with.
- Fine nibs are also for those who like a precise style of writing.

## **M = Medium**

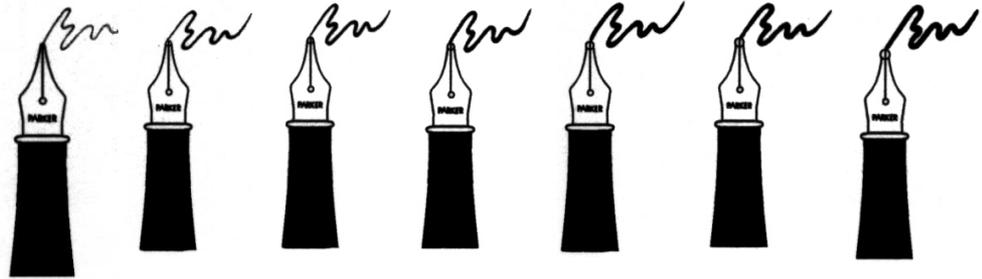
- The most popular.
- Medium should be recommended for gifts and for children.

## **B = Broad**

- Thick lines of writing for those who have large writing.
- Commonly used for signatures.

## **Stub**

- For calligraphic writing.
- The other kinds of non-standard nibs include **Oblique** and **Italic** nibs meant for italic writing and calligraphy.



Needle Point Nibs - Fine Nibs - Medium Nibs - Broad Nibs - Extra Broad Nibs



# WARRANTY

## Limited 2 Years Warranty

- For a period of 2 years from the date of purchase, Sheaffer will repair or replace, at its option, the writing instrument free of charge, if it has a mechanical failure due to defect in material or workmanship.
- This warranty does not cover loss, accidental damage, misuse, reasonable wear and tear, or abuse such as improper use and care.
- This warranty gives specific legal rights. Other rights may vary from state to state, or country to country.
- Applies to all Sheaffer® instruments..



# MARKETING SUPPORT

## **SHEAFFER® PRODUCT CATALOG**

Sheaffer® Product Catalog is available to download from the link given below.

LINK -

<https://app.digiboxx.com/share/1f66404860e20d62>



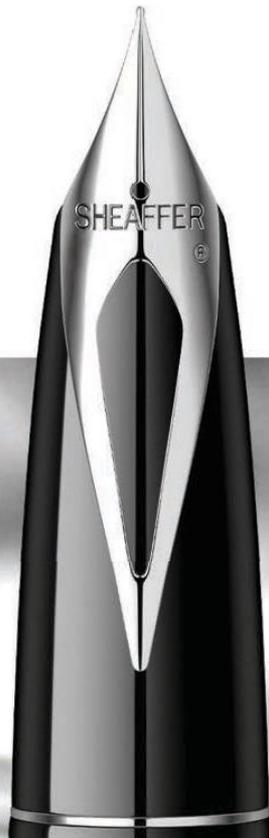


# **NEW AND UPCOMING LAUNCHES**

# UPCOMING LAUNCH

 **SHEAFFER**  
EST. 1913

  
**SHEAFFER**  
EST. 1913



# LEGACY

TIMELESS INNOVATION

# UPCOMING LAUNCH

 **SHEAFFER**  
EST. 1913



  
**SHEAFFER**  
EST. 1913

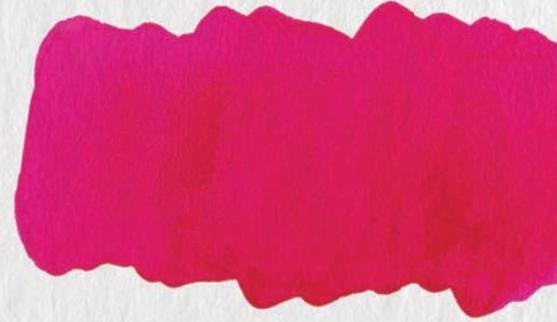
**COFFEE EDITION**  
*The write* kind of coffee  
PHASE II

# UPCOMING LAUNCH

 **SHEAFFER**  
EST. 1913

  
**SHEAFFER**  
EST. 1913

## SKRIP COLLECTION NEW INKS



UPCOMING LAUNCH

 SHEAFFER  
EST. 1913

# SENTINEL

METALLICS

  
SHEAFFER  
EST. 1913

UPCOMING LAUNCH

 **SHEAFFER**  
EST. 1913

  
**SHEAFFER**  
EST. 1913

*E* X P R E S S I O N S



**THANK YOU**